



## **CITY OF HAYWARD**

### **AGENDA REPORT**

AGENDA DATE 01/05/99

AGENDA ITEM 4

WORK SESSION ITEM \_\_\_\_\_

**TO:** Mayor and City Council

**FROM:** Director of Public Works

**SUBJECT:** Proposed Name Change from Hayward Air Terminal to Hayward Executive Airport

#### **RECOMMENDATION:**

It is recommended that the City Council approve the attached resolution changing the name of the Hayward Air Terminal to Hayward Executive Airport.

#### **BACKGROUND:**

One of the recommendations contained within the Airport's 1997 Strategic Business Plan is to change the name of the Hayward Air Terminal. The purpose for the change is to better describe the role of the airport and its actual utilization. Additionally, the City desires to portray a more business-friendly image of Hayward as the premier executive airport in the Bay Area. The Hayward Airport is fully capable of accommodating most executive aircraft in the business fleet today.

The current name of the Airport includes "Air Terminal" which can be confusing and misleading as it relates to the types of aviation services and facilities provided at the Airport. Terminal, as defined in *Webster's New Collegiate Dictionary*, is either end of a carrier line (as a railroad, trucking or shipping line, or airline) with classifying yards, docks and barge facilities, management offices, storage sheds, and freight and passenger stations.

To the non-flying public, the words "Air Terminal" evokes images of airline activity and the availability of air carrier passenger service. This is not the case in Hayward. The Hayward Airport is strictly a General Aviation Reliever airport. General Aviation encompasses all facets of civil aviation except air carriers. General Aviation activities at Hayward include: law enforcement aircraft and helicopters, executive aircraft and business transportation, cargo, freight, mail and package cargo, charter service, disaster relief, medical emergency transportation, military operations, recreational flying, search and rescue, tourism and flight training. Hayward also has a control tower.

The Mission Statement of the Hayward Air Terminal is to promote the continued use of the Airport as the Region's premier executive general aviation airport. The location of the Airport

provides the ability to accommodate the business user through corporate or charter general aviation aircraft and at the same time to fulfill the public service goals for other general aviation activity in the area.

Aries Consultants, Ltd. prepared an analysis for the City that examined alternatives for renaming the airport. Aries' approach was to examine over 3,200 existing airport names and compare those airport's similarities with Hayward. The Aries report developed four names for final consideration. They are: Hayward Executive Airport, Hayward Municipal Airport, Hayward Regional Airport, and East Bay Regional Airport. Staff and Aries Consultants concur that the most appropriate name change would be "Hayward Executive Airport."

#### **DISCUSSION:**

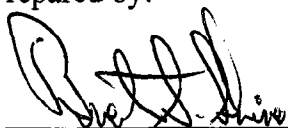
At its meeting of October 22, 1998, Council's Airport Committee (CAC) discussed the proposed name change. It was noted by staff that the California Pilots Association (CPA) and tenants at the airport are supportive of the name change. The Committee discussed a number of issues relating to other Bay Area airport names; changes in types of aircraft that would likely use the airport; tenant reaction to the name change; and timing of the name change prior to completion of the Master Plan currently underway. All questions raised by the Committee were satisfactorily addressed. At the conclusion of the discussion a motion was made to forward the item to City Council with a recommendation for the Hayward Air Terminal to be renamed "Hayward Executive Airport."

#### **CONCLUSION:**

The Federal Aviation Administration (FAA) requires a letter from the City announcing the name change to Hayward Executive Airport. A copy of the City of Hayward Resolution officially changing the name is to accompany the letter. The FAA will notify the National Flight Data Center for inclusion to meet all FAA requirements.

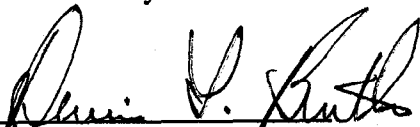
Staff recommends that the City Council approve the name change to "Hayward Executive Airport." All tenants at the Airport will be notified of the change, and all other interested parties advised for proper and timely publication.

Prepared by:



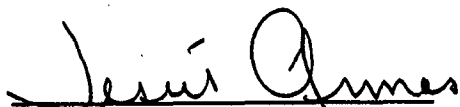
Brent S. Shiner, Airport Manager

Recommended by:



Dennis L. Butler, Director of Public Works

Approved by:



Jesús Armas, City Manager

Attachment: Draft Resolution

**DRAFT**

*[Handwritten signature]*  
12/27/98

HAYWARD CITY COUNCIL

RESOLUTION NO. \_\_\_\_\_

Introduced by Council Member \_\_\_\_\_

**RESOLUTION APPROVING THE HAYWARD AIRPORT  
NAME CHANGE FROM THE HAYWARD AIR TERMINAL  
TO THE HAYWARD EXECUTIVE AIRPORT**

WHEREAS, it is recommended in the Airport's 1997 Strategic Plan to change the name of the airport to better describe the role of the airport and its actual utilization as the premier executive airport in the Bay Area; and

WHEREAS, the Hayward Airport is fully capable of accommodating most executive aircraft in the business fleet; and

WHEREAS, at its meeting of October 22, 1998, Council's Airport Committee (CAC) discussed the proposed name change and recommended approval by the City Council.

NOW, THEREFORE, BE IT RESOLVED, that the City Council of the City of Hayward hereby approves the name change of the Hayward Airport from Hayward Air Terminal to Hayward Executive Airport.

IN COUNCIL, HAYWARD, CALIFORNIA, \_\_\_\_\_ 1999,

APPROVED BY THE FOLLOWING VOTE:

AYES:

NOES:

ABSTAIN:

ABSENT:

ATTEST: \_\_\_\_\_  
City Clerk of the City of Hayward

APPROVED AS TO FORM:

\_\_\_\_\_  
City Attorney of the City of Hayward